



Lina Bonapace

Director of User Research, Macadamian

At Macadamian Technologies, a full-service design and development consultancy based in Canada that specializes in digital and connected healthcare, Lina's focus is on human interaction design – specifically how to plan and design safe, meaningful and delightful experiences with emerging technologies. For Lina, everything boils down to one question: How does technology fit into people's lives and help them reach their goals?

One of her favorite activities is conducting stakeholder workshops where she helps organizations create user experience strategies for new products and services. She uses visualization techniques to illustrate critical aspects of the experience such as ecosystems, journey maps, places, personas, usage scenarios and roadmaps. These aspects enable workshop participants to visualize users in context for better understanding, alignment and commitment in order to build technologies and services focused on people's needs.

Lina's academic and professional career have always revolved around human-centered design and design thinking in fields such as connected homes and appliances, automotive and industrial vehicles, information technology and digital products. She was formally educated in Milan both in industrial design and in ergonomics. She was an adjunct professor at the Design Faculty of the Politecnico di Milano from 1998 to 2006 and at Carleton University's School of Industrial Design in Ottawa from 2009 to 2015. Lina was also previously Chair of IEA's Equid (Ergonomics quality in Design) Committee and member of the Executive Committee from 2004 to 2007.